

## What Is Claimed Is:

1. A method of gradually reducing or eliminating an individual's tobacco usage habit, comprising the steps of:

5 (a) administering one unit of an alternative nicotine source one unit of time after waking, waiting one unit of time, and then continuing the individual's normal tobacco usage pattern for a first predetermined period of time;

(b) administering one unit of an alternative nicotine source in consecutive time units after waking, and then continuing the individual's normal tobacco usage pattern for a predetermined period of time to define a modified tobacco usage pattern;

10 repeating step (b) until a desired level of usage of said alternative nicotine source and a desired modified tobacco usage pattern is reached;

maintaining said desired level of usage of said alternative nicotine source and said modified tobacco usage pattern.

2. A method according to claim 1, wherein said desired level of usage of said  
15 alternative nicotine source is zero and said desired modified tobacco usage pattern is using no tobacco, and further comprising the step of gradually decreasing the number of units of alternative nicotine source used by successively:

(a) administering one unit of said alternative nicotine source every one to two units of time for a second predetermined period of time;

20 (b) administering one unit of said alternative nicotine source every two to four units of time for a third predetermined period of time;

(c) administering one unit of said alternative nicotine source every four to eight units of time for a fourth predetermined period of time;

(d) ceasing to use said alternative nicotine source.

25 3. A method according to claim 1, wherein said unit of time is one hour.

4. A method according to claim 2, wherein said second predetermined period of time is substantially five weeks in length.

5. A method according to claim 2, wherein said third predetermined period of time is substantially three weeks in length.

6. A method according to claim 2, wherein said fourth predetermined period of time is substantially three weeks in length.

7. A method according to claim 1, wherein said alternative nicotine source is absorbed through mucous membranes.

5 8. A method according to claim 7, wherein said alternative nicotine source is nicotine-containing gum.

9. A method according to claim 8, wherein said unit of alternative nicotine source is 2 to 4 mg.

10 10. A method according to claim 7, where said alternative nicotine source is a nicotine-containing inhaler.

11. A method according to claim 7, where said alternative nicotine source is a nicotine-containing lozenge.

12. A method according to claim 7, wherein said alternative nicotine source is a nicotine nasal spray.

15 13. A method of gradually reducing or eliminating an individual's tobacco usage habit, comprising the steps of:

(a) administering one unit of nicotine-containing gum one unit of time after waking, waiting one unit of time, and then continuing the individual's normal tobacco usage pattern for a first predetermined period of time;

20 (b) administering one unit of nicotine-containing gum in consecutive time units after waking, and then continuing the individual's normal tobacco usage pattern for a predetermined period of time to define a modified tobacco usage pattern;

repeating step (b) until a desired level of usage of said nicotine-containing gum is zero and a desired modified tobacco usage pattern is reached;

25 maintaining said desired level of usage of said nicotine-containing gum and said modified tobacco usage pattern.

14. A method according to claim 13, wherein said desired level of usage of said nicotine-containing gum is zero and said desired modified tobacco usage pattern is using no tobacco, and further comprising the step of gradually decreasing the number of units of  
30 alternative nicotine source used by successively:

(a) administering one unit of said nicotine-containing gum every one to two units of time for a second predetermined period of time;

(b) administering one unit of said nicotine-containing gum every two to four units of time for a third predetermined period of time;

5 (c) administering one unit of said nicotine-containing gum every four to eight units of time for a fourth predetermined period of time;

(d) ceasing to use said nicotine-containing gum.

15. A method according to claim 13, wherein said unit of time is one hour.

10 16. A method according to claim 14, wherein said second predetermined period of time is substantially five weeks in length.

17. A method according to claim 14, wherein said third predetermined period of time is substantially three weeks in length.

18. A method according to claim 14, wherein said fourth predetermined period of time is substantially three weeks in length.

15 19. A method according to claim 13, wherein said nicotine-containing gum is absorbed through mucous membranes.

20. A method according to claim 13, wherein said unit of nicotine-containing gum contains from about 2 mg. to about 4 mg. of nicotine-containing source.

21. A method according to claim 1 in which the tobacco usage is smoking.

20 22. A method according to claim 2 in which the tobacco usage is smoking.

23. A method according to claim 13 in which the tobacco usage is smoking.

24. A method according to claim 14 in which the tobacco usage is smoking.

25. A method according to claim 1 in which the tobacco usage is the use of a form of smokeless tobacco.

25 26. A method according to claim 2 in which the tobacco usage is the use of a form of smokeless tobacco.

27. A method according to claim 13 in which the tobacco usage is the use of a form of smokeless tobacco.

30 28. A method according to claim 14 in which the tobacco usage is the use of a form of smokeless tobacco.